

# Merchandise Presentation

RETAIL STORE EDITION

Sec. 34.66 P. L. & R.  
U. S. POSTAGE  
**PAID**  
CHICAGO, ILL.  
Permit No. 2457



M. J. Sukel, Inc.,  
341 W. 12th Ave.,  
Homestead, Pa.  
Att: Mr. M. J. Sukel



## 1954 Catalog

DESIGNS • PROPS • IDEAS

Volume 2—No. 28 (Copyright 1954. Printed in U.S.A.) 16 Pages

POSTMASTER: RETURN POSTAGE GUARANTEED  
W. L. Stensgaard and Associates, Inc.  
346 North Justine St. • Chicago 7, Illinois  
America's largest organization Specializing in Merchandise Presentation





SPECIALISTS  
IN  
MERCHANDISE  
PRESENTATION,  
DEMONSTRATIONS,  
DISPLAYS,  
EXHIBITS

Our 23rd Year

# Merchandise Presentation

RETAIL STORE EDITION

1954  
CATALOG

VOLUME 2—NO. 28

(COPYRIGHT: 1954, BY W. L. STENSGAARD AND ASSOCIATES, INC., CHICAGO)

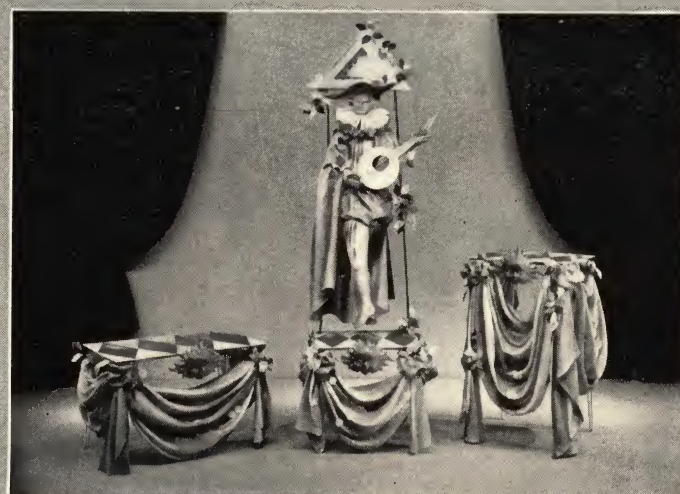
PRINTED IN U. S. A.

16 PAGES

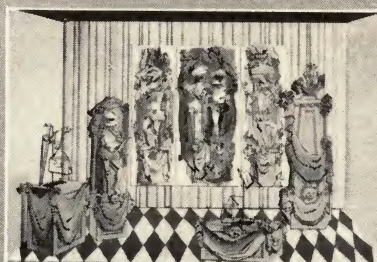


## FINE ART

Beautiful Colorings, Great Values  
Decorations for Windows AND Interiors  
by World Famous Designers  
Showmanship in Selling Pays Off



G-1016 "SUMMER GARDEN" Classical figures in summer garden setting. Silk Screen processed in a blending of beautiful greens with white, black and tiny accents yellow, side panel deeper touches of yellow, onto feltuk, a soft finish flexible material. Reproduced from original design by J. Pages, one 36" x 72", two panels 18" x 72". Soft sheet posters (not shown), 22" x 28". Sold in sets only, 1 each of 3 panels, 6 posters. . . . . Per Set \$87.50  
Additional units: Set of 3 panels \$67.50. . . . . 22" x 28" soft sheets, Ea. \$3.50.



ARCHITECTURAL PEDESTALS AND STATUE, sturdy wrought iron tubing, fine enamel finish, supports these architectural designs. Permanently formed, softly draped, sculptured plastic, finished in blending of soft toned greens, yellows and whites, drape around bases in graceful folds, and creates figure. Floral touches and molded plastic suns, tinted green, nestle in drapes. Magnificent effects possible when lighting is combined with this new plastic fabric.  
G-1030-A 20" hi., 36" wi., 21" d. \$ 98.50  
G-1030-B 36" hi., 21" wi., 21" d. 117.50  
G-1032 80" hi., 30" wi., 21" d. 285.00  
G-1031 G-1032 without figure 165.00

### SUGGESTED USE

G-1036 "SUMMER SUNBURST" A pleasant face (duplicate of that in Sun & Ship panel, left) centered in blazing rays of a summer sun, in tones of yellow and brown, Silk Screen processed in oil on .06 Vinyl Plastic, molded in 3" deep relief. Iron rods rubbed white, brown and yellow, radiate in varying lengths, light in weight. Tremendously effective. Size: widest wire ray 48" dia., 3" deep relief. Each . . . . . \$47.50



### G-1035 "STARBURST" DESIGN

24" square Masonite floor blocks, oil color processed in smart matching designs. Spot on floor in interesting arrangement. Add sharp accent color under merchandise. Each. . . . . \$ 4.50  
Per Dozen . . . . . \$50.00

### G-1033 "DIAMOND" DESIGN



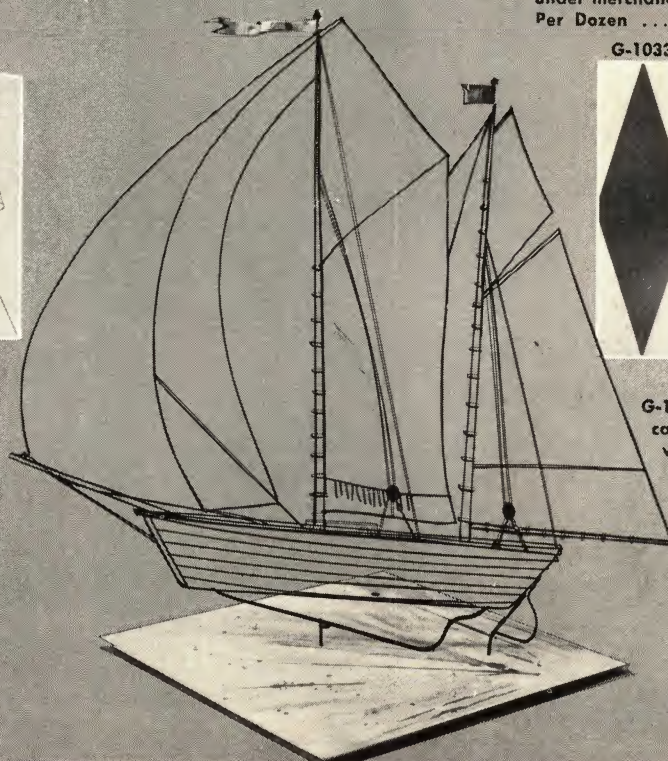
G-1034 "SAILBOAT" Artistically formed of openwork wrought iron, sails full blown with pennants of polished brass flying in the breeze, based into 24" square of Masonite, screen processed in splashes of yellow and brown tones on white to simulate sand, sun, shadows and water. (Duplicate of that in Sun and Ship panel, left.) Size: 45" high, 40" wide, base 24" deep. Each . . . . . \$75.00



G-1015 "SUN AND SHIP" Magnificent design of bursting sun rays yellow-brown tones, above a splash of blending blues, against an outline of sailing ships. For travel and vacation fashion windows, interior settings. Silk Screen processed on heavy Vinyl, a translucent, flexible plastic material, from original art by J. Pages. Size: 48" x 96". Soft sheet posters on textured 12" x 24". Sold in sets only—1 large panel, 4 posters. Per set \$67.50. Additional Large Panels. . . \$57.50. . . Additional 12" x 24" soft sheets, each \$3.50.



### SUGGESTED USE







G-1014 "Easter Fashion Panels." The traditional symbols of Easter, in smart, modern design. A combination of blended spring and Easter colors, half-tone silk screen processed in seven oil colors onto Feltuk, a soft finish, flexible material that gives real depth and quality to design. Reproduced from original art by Ida Pellei. Set of 3 panels: Center: 36" x 72", each side panel 18" x 72"....Set \$47.50



G-1025 "Rooster Plastic Panel." Design lifted from the art panels—half-tone silk screen processed in oil color, deep green, black and shaded pinks, silhouetted directly onto hemp patterned, translucent plastic. Offered unframed for mounting and use as you desire. Magnificent when used with lighting. Size: 18" x 36". Each .....\$12.50

### "Easter Rabbit Musicale"

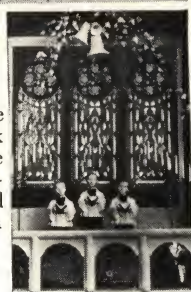
G-1022. A group of the three smartest styled Easter Rabbits ever...flat Masonite cutouts, covered in deep pile toy plush, costumed in soft colored velvets, touched with gold braid and other interesting detail, assembled in varying depths for dimensional effects. Supported on sturdy wood block bases in artful design.

A—With violin—Size: 60" high, 15" wide, 8" deep base .....Each \$52.50  
B—Left, with drum—Size: 40" high, 15" wide, 6" deep base....Each \$28.50  
C—Right, with drum—Size: 40" high, 15" wide, 6" deep base....Each \$28.50  
Set of three...Set \$100.00



### Floor Blocks G-1018

Created of 24" square Masonite, oil color silk screen processed in motif taken from art panels in pink, blue and black. Spot on floor in interesting arrangements over window carpet—or cover floor completely. Excellent way to add sharp accent color under merchandise. \$4.50 ea., \$50 dozen



## For Easter

As Smart as the fashions you show, are these modern designs—originals created for us by the famous designer, Ida Pellei. We have incorporated the designs into deluxe panel back drops and the symbols into dimensionally treated cut-outs and illuminated panels...all to help you to Easter Decorations of fine art and design at a fraction of their original costs. LIMITED RUNS... PLAN...ORDER YOUR REQUIREMENTS NOW!

### Giant Easter Rabbit Cut-out—Costumed

G-1021 Cut-out, in half-inch deep relief, dressed for the Easter parade, in spray-toned white toy plush, complete with red velvet, black fringed purse...red velvet scarf, plastic necklace, holding spring tulip created of formed plastic, leaves cut of brightly polished brass. Twisted wires extend above his head for display of actual millinery if desired. Supported in sturdy upright position on processed plywood cut-out floor blocks. Size: 66" high, 11" wide, base 8" deep....Each \$54.50



Suggested use of panels and props. Frames available if desired—see page 3.



X-864 "Cathedral" Comura. Magnificent reproduction of famous stained glass windows in 12 oil colors on flexible Comura stock. Combine with lighting for dramatic effect. Use singly or in groups. Size: 40" x 90".....Each \$7.95



X-1007 "The Little Miss" Comura. Beautiful blending oil tones used to reproduce this wonderful child's design. For windows and sections where little girl's merchandise is shown. 40" x 90"....Each \$15.00



S-251 "Easter Panels." Another smart treatment of Easter motifs, originals created for us by Jonah Kingstein, exactly reproduced in full oil color on flexible Comura stock in half-tone silk screen process. Adaptable to innumerable arrangements as indicated by your own originality and talent. Giant size panels. Each 40" x 96".....Set of four \$65.00



For the  
Smartest  
Easter  
Windows  
in  
Town

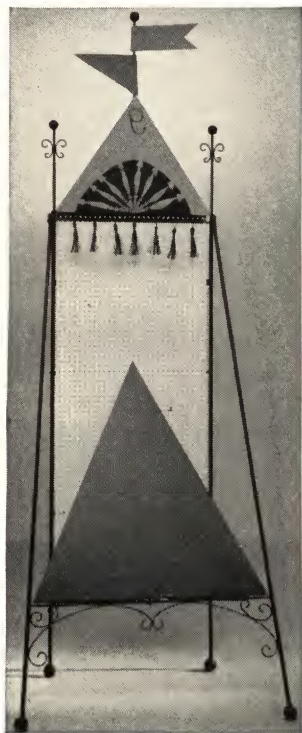
Use  
These  
Jonah  
Kingstein  
Designs  
4'x8'





# Summer Fantasy

All the symbols of Summer fun—vacation time, sunshine, fish, cabanas, in smart modern design, original by the famous artist, Ida Pellei, create the theme for this series of fine backdrops and props. Combine in windows, create interior spots of real color and interest for all fashion, sports and swim wear merchandise. As high fashion in design as the merchandise you are showing.



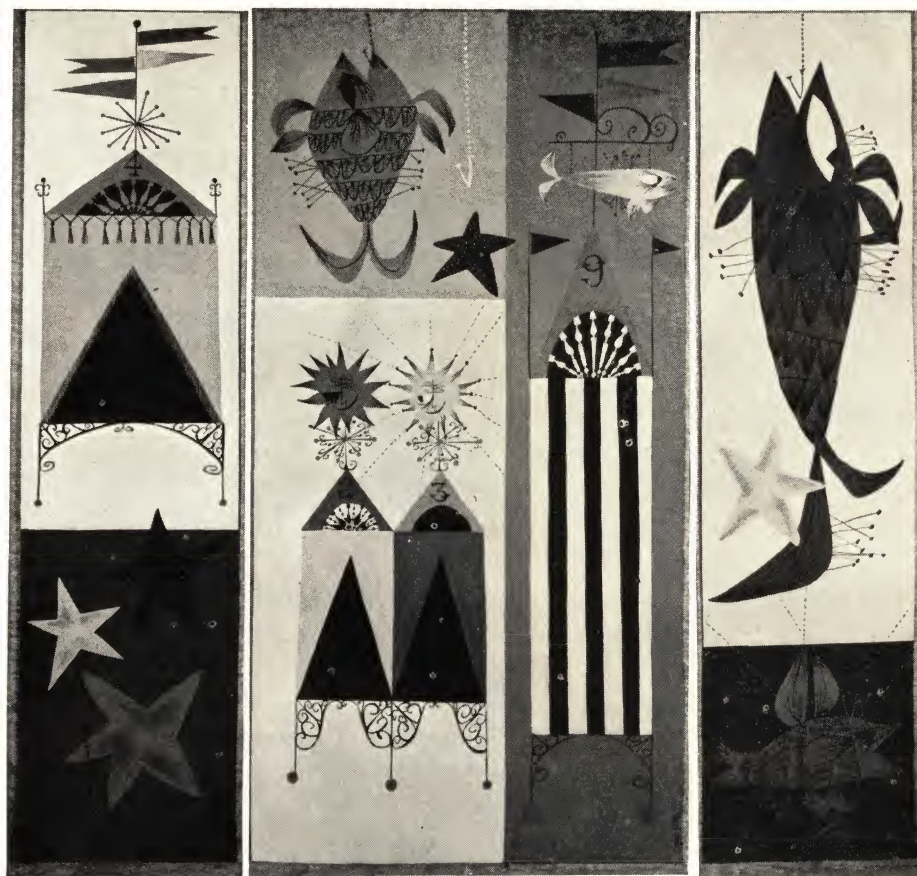
## "Cabana"

**G-1029.** A smart vacation time Cabana, created in modern design of strong Masonite and wrought iron tubing, in light, airy fashion, complete with smart detail, stiffened velvet pennants, black fringe, etc. A combination of soft blending black, blue and soft rose colorings. Use as decorative prop or mount merchandise directly to it. Size: 65" high, 24" wide, 15" deep.....Each \$49.50

**USE IN WINDOWS...AS SPOT DISPLAYS...ON LEDGES...WHEREVER GOOD DISPLAY IS NEEDED.**

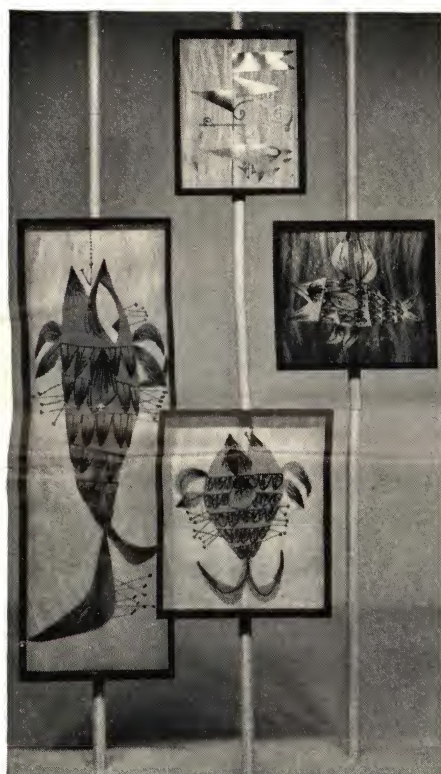


SUGGESTED USES.



**G-1017 "Summer Fantasy?"** Symbols of summer fun...fish...cabanas...suns...in modern design, a combination of greens, oranges, blue and fuchsia tones, against a white background, accented with touches of red, black and mauve, half-tone silk screen processed in seven oil colors onto Feltuk, a soft, flexible material that gives real depth and accents the quality of the design. Reproduced from original art by Ida Pellei. Set of 3 panels: Center: 36" x 72" each side panel, 18" x 72".....Per set \$47.50

## Fish Design on Plastic



Fish motifs lifted from the art panels are half-tone silk screen processed in oil color directly onto hemp patterned, translucent plastic, offered unframed for mounting and use as you desire. Magnificent when used with light. Offered in a variety of size and shape.

**G-1027-A—Giant Fish**—pale green and black—18" x 54".....Each \$15.00  
**G-1027-B—Red and black fish**—18" x 24".....Each \$10.00  
**G-1027-C—Black and white fish**—18" x 17".....Each \$10.00  
**G-1027-D—Fish and pennant**—18" x 14".....Each \$10.00

Set of 4—only \$39.75

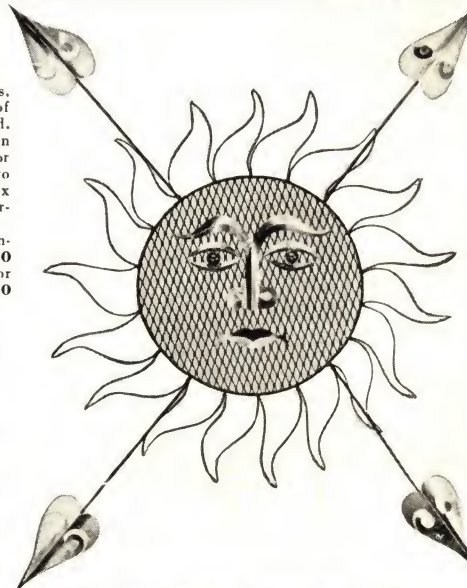


## Floor Blocks

**G-1028 "Starfish" design.** Created of 24" square Masonite, oil color silk screen processed in smart design motif taken from art panels, in pink, blue and black on white. Spot on floor in interesting arrangements over window carpet, or cover floor completely. Excellent way to add sharp accent color under merchandise.  
Per dozen.....\$50.00  
Each.....\$4.50

## Frames

As shown in use sketches, hinged, self-standing, of 1½" x ¾" pine wood. Choice speckled green and white or one color finish. Designed to fit two 18" x 72" and one 36" x 72" panels. Height overall: 90".  
**G-1013A—Speckled finish**.....\$42.50  
**G-1013B—Solid color finish**.....\$47.50



**S-281 "Wrought Iron Sun."** Of cut-out Masonite and wrought iron combined with gold foil arrow tips and gold ball for eyes. Size: 45" high, 30" wide, 1" deep.....Each \$18.75



## "Spring Kit"

**S-184 "Spring Kit"** (6 pieces). A set of six beautiful designs to herald the Spring season, with copy reading, "It's Spring." Fabricated of sturdy but lightweight WLS Crystafoam, wrought iron, lace, etc., these units are air brushed in fresh, bright spring colors and touched with gaily colored ribbons and flowers. Viskon copy banners announce "It's Spring." All units are self-standing. Can be used both in your windows and throughout the store with merchandise wherever a touch of spring, good color and interest is called for.....Set of 6....\$25.00



**G-1001 "Totem Poles?"** A series of three designs, half-tone, silk screen, processed in 10 oil colors onto heavy flexible foam stock. Comes flat, for easy shipping, you round into shape and lock in back with spiral slots provided. Cut out projections, slide through slits in form creating magnificent 3-dimensional unit for use with all color fashion promotion. Excellent for use with spring prints. Size of each: 7½" high, 12" diameter.....Set of 3—\$65.00...Each \$22.50







## WLS Air Light Inflated Forms

Announcing—the young sister to the fabulous WLS Air-light Torso Form—the Airlight inflated bust form—full round designed to fit any bra—simply inflate to fill out the garment. Light in weight, airy in feel, daintily trimmed in ruffled nylon net, spotted with tiny pink rose buds, equipped with 3 grommets to permit suspension in any arrangement desired. Made of translucent Vinyl, with self-sealing valve. Especially beautiful when used with lighting. When not in use, deflate to avoid storage and breakage problems.

X-1020 "Airlight Bust Form" . . . . . Each \$6.75

## Bust Forms Torso Forms Costume Stands

**NEW  
DIFFERENT  
LOVELY**



### G-1019 "Carousel Merchandiser."

(Left) Half inch metal tube upright, centered in three quarter inch round wood base, finished white, supports wired canopy covered with soft translucent Vinyl, with pink bands screened in oil color. It is edged in ruffled nylon net, spotted with tiny pink rosebuds, and is topped with white satin ribbon bow below wood ball top. Merchandise easily attached with small wire hooks onto wire frame edge. Size: 30" high, base 12" deep, top 24" diameter. Each . . . . . \$24.75

### G-1037 "Airlight Bust Form Stand."

Interestingly formed wrought iron, heavy white enamel finish, sturdily supported in 3/4 inch pink and white spatter finish wood base. Arm formed to hold suspended air light bust form. Size, overall: 21" high, 10" wide, 5" deep. Each . . . . . \$4.95



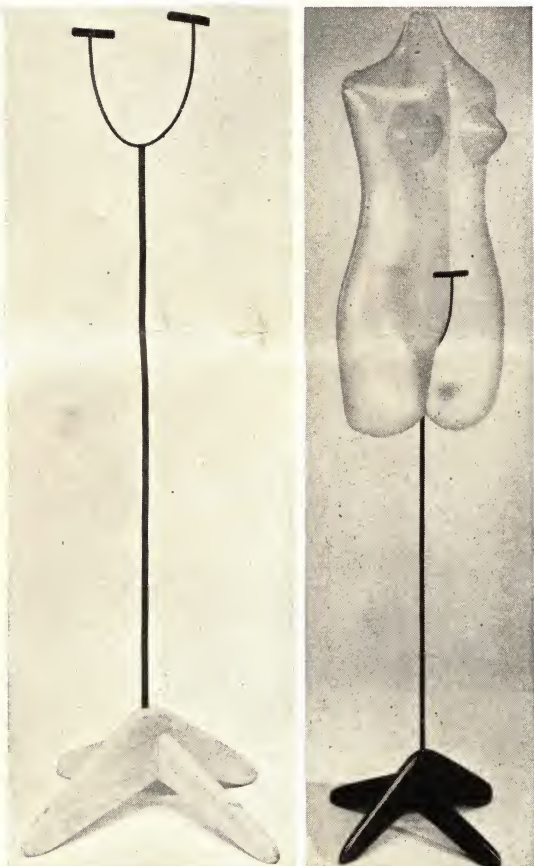
### Airlight Torso Form

Beautiful translucent inflated torso forms handsomely edged with ruffled nylon net with tiny pink rose buds. Inflated to fit perfectly—foundation garments and swim suits—use in windows and departments. Each equipped with grommets for suspending in any treatment desired. Deflate when not in use—no bulky storage—chips or cracks—no heavy, bulky handling problem. S-286 "Airlight Torso Form" . . . . . Each \$11.50



As used in Carson Pirie Scott & Company, Chicago.

ANY PERSON CAN INFLATE.  
NO PUMP REQUIRED.  
TRANSLUCENT.  
TINY STORAGE.



G-1003 "Air Light Torso Costume Stand." Strong 1/2" wrought iron upright, topped with formed saddle that grips and holds securely the Air Light Torso in upright position; is secured in base of carved oak wood, choice of natural or silver fox finish, contour edged for smooth modern line. Size: 40" high . . . . . Each \$11.95

## Costume Stand For Inflated Form

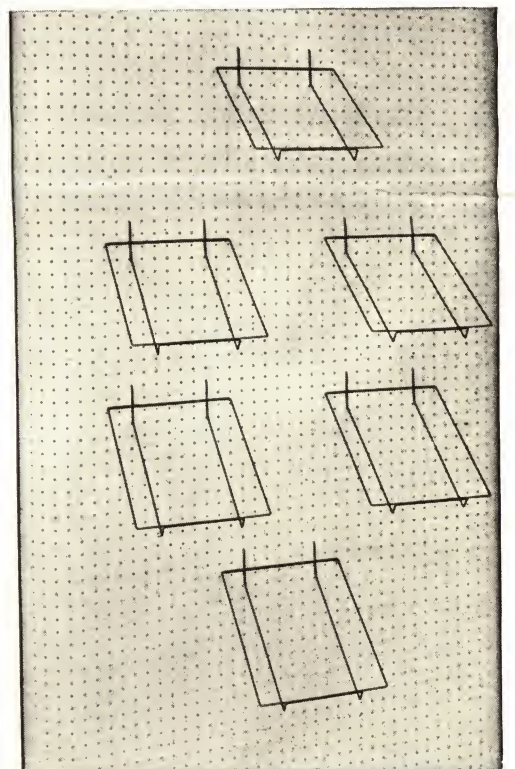


Combine with Air Light Torso form for modern, headless mannequin treatment. Ideal to show sweaters and skirts, shorts or sports outfits, dresses, coats. Light in weight, easy to handle. Avoid breakage. Deflate when not in use to simplify storage problem. Torso size: 38" high, 21" wide, 10" deep, of translucent Vinylite, fit garments perfectly. Torso—no trim. Each . . . . . \$11.50

### "Wrought Iron Merchandise Tray"

G-1002 Created of 1/4" black wrought iron, formed to fit into perforated Structural Bends or flat pegboard. Holds merchandise and displays it in visual slant position for better readership and selling. Packed dozen to box. Size: 12" long, 10" wide, 1 1/2" deep. Each . . . . . \$1.00

Per Dozen  
**\$9.00**



### White Crystafoam Leaves.

F-211 For smart fashion windows—summer or winter. Group together—simple to wire in place in any arrangement desired. Fabricated of WLS Crystafoam—compressed, heated and formed into the natural leaf-like shape. Size: 24" x 12". Per Dozen . . . \$10.00



## Wedding Decorations

For use in your bridal shop, in gift sections, party decoration, greeting and gift cards, wherever merchandise pertains to THE BRIDE. Made of WLS Crystafoam—finely designed—artfully tinted and trimmed with appropriate copy screened in gold on translucent Viscon. Sizes: approx. 13" x 11". Individually boxed—set of 6—one of each design. . . . . \$17.50





## Modern Designs For Up-To-The Minute Fashion Travel . . . Summer . . . All Year Round!



The famous modern artist, Jonah Kinigstein, created these designs for us. Reproduced in oil color thru our patented half tone silk screen process, in a blending of color, they are a faithful reproduction of the fine original art. Adapt these giant sized, soft sheet panels to your own particular style. Hundreds of individual treatments.

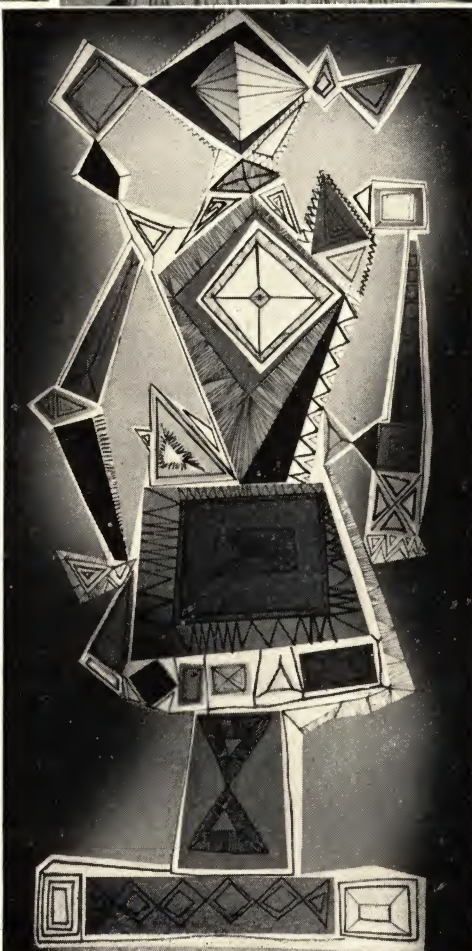
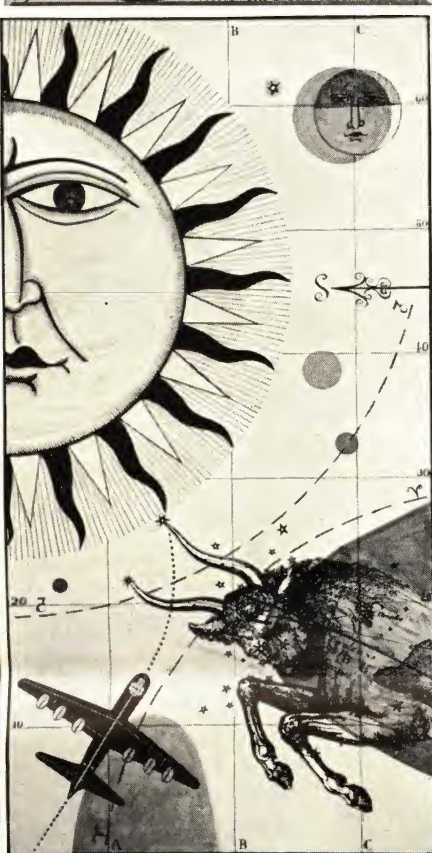
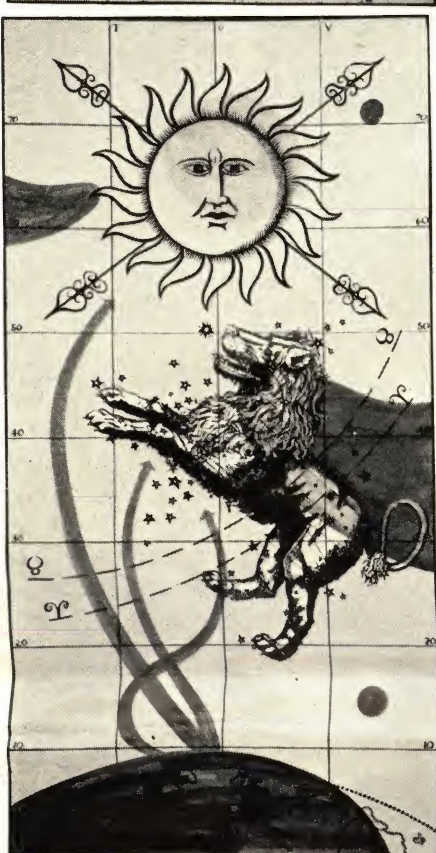
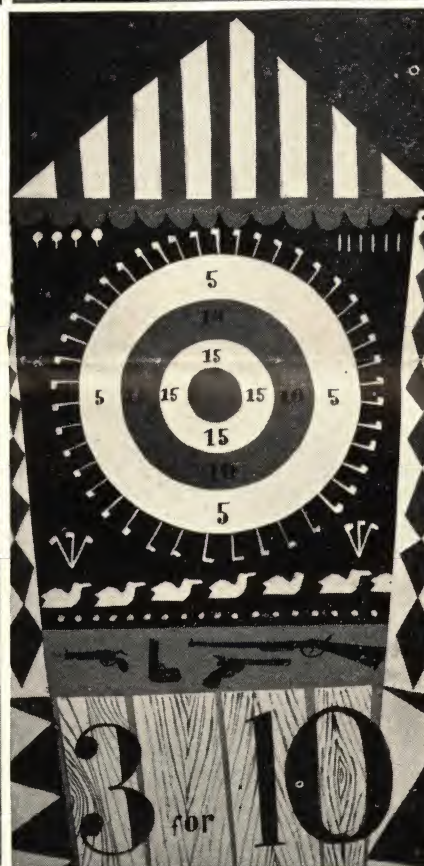
### "TRAVEL" COMURAS S-250

Set of 4 dramatizing the lure of the sun for vacation time fun during travel months of the year. Designs outline-etched against buff colored background with splashes of jewel-tone accents. Size each: 48" x 96". Set of 4 \$65.00

### GIANT SIZE

### "SUMMER CARNIVAL" COMURAS S-260

Set of 4 capturing appeal and excitement of the carnival. Sharp blending colors make ideal setting for color, cotton, sportswear and housewares carnival promotions. Size each: 48" x 96". Set of 4 \$65.00



"FASHION" Comuras S-252. Knights in armor, in brilliant blending jewel tones, accented against pastel backgrounds. Excellent for use with black fashions, or will blend with group of any colorings. First seen in Bonwit Teller fashion windows, Fifth Avenue, New York. Size each: 48" x 96". Set of 4. . . . . \$65.00

Entire contents copyrighted. No designs shown herein can be copied or reproduced without our written permission.





RS-192 "Parisian Street Scene" on translucent Viskon. Most effective when used with lighting. Can be viewed from either side. Size: 36" x 42". Regular price \$6.95. Now \$3.50 each. Set of 4 \$12.00.

## Fine Art Reproductions at 1/2 Regular Price Keyed to Smart Fashion Promotion

Your choice... While they last... All new merchandise... just like a store we must liquidate these small inventories to make room for new designs. The original art on each of these Comura designs cost hundreds of dollars. Here is your opportunity to purchase from this fine collection of oil color reproductions at give-away prices. Buy now for present and future use. On soft sheets easy to adapt to your own individual style. Hundreds of smart treatments possible.

G-343 "Parisian Backdrop." Two 40" x 90" panels make 80" wide 90" high backdrop. Soft tones against off white pastel toned background. Regular price \$27.50. Now \$13.75.

At These  
Low Prices.  
These fine  
designs will  
not last.

ORDER  
NOW.



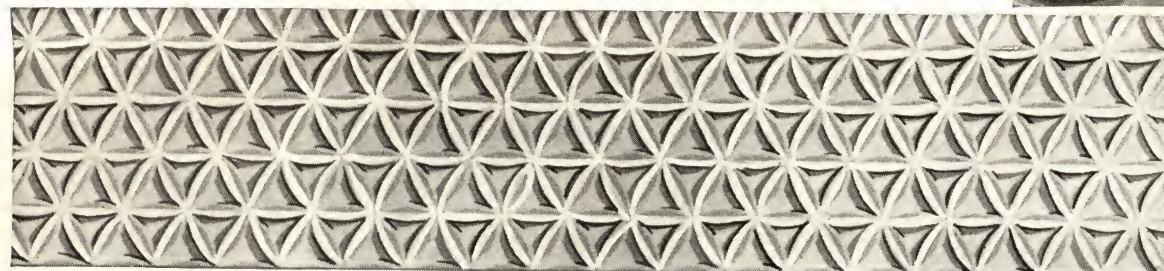
G-342 "Parisian Backdrop." Two 40" x 90" panels make 80" wide 90" high backdrop. Soft tones against off white pastel toned background. Companion piece to G-343 above. Regular price \$27.50. Now \$13.75.



RS-193 "Parisian Art Scene" on translucent Viskon. Most effective when used with lighting. Can be viewed from either side. Size: 36" x 42". Regular price \$6.95. Now \$3.50 each. Set of 4 \$12.00.

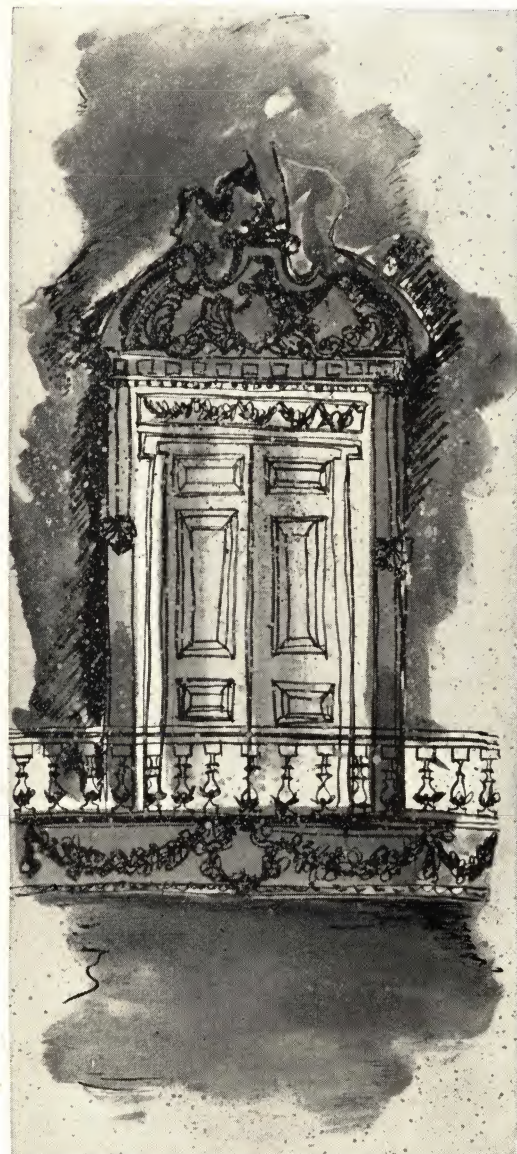


RS-139 "Cathedral Scene" on translucent Viskon. Most effective when used with lighting. Can be viewed from either side. Size: 36" x 42". Regular price \$6.95. Now \$3.50 each. Set of 4 \$12.00.



G-934 "Petal Design" Comura an all-over pattern of deep dimensional quality for background settings. Its soft off-white and grey tones, with shadow touches of rich duobonnet create a neutral tone that blends well with all colors. Excellent as panels... as screens or take around selling booths. Use in either upright or horizontal position. 6 oil colors on flexible Comura stock. Size: 30" x 90". Regular Price \$5.75. Now \$2.85.

Comuras  
Do "Most"  
Fine Art and  
Design decoration  
for large  
areas all for  
lowest cost



G-665 "Parisian Doorway" Comura. Size: 40" x 90". Regular price \$8.95. Now only \$4.50.



G-662 "Parisian Fireplace" Comura. Size: 40" x 90". Regular price \$8.95. Now only \$4.50.



G-663 "Parisian Clock" Comura. Size: 15" x 90". Regular price \$4.75. Now only \$2.85.

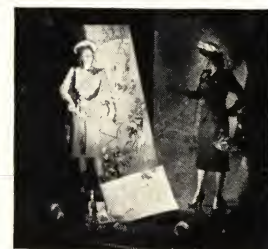


G-268 Batik prints in shaded browns. Sold in pairs only. Each 24" sq. Set of 2. Regular price \$12.50. Now only \$6.25.



As shown The Hub, Chicago.  
FINE BATIK ART  
(above)

Authentic reproductions, factually simulating the actual silk fabric on which the famous Yugoslavian artist, Tinaski Milovich, painted the originals. The magnificent soft reds, browns, green and yellow of this pair of batik prints are truly works of art. They are important to new high fashion promotions, fabrics, home furnishings, etc.



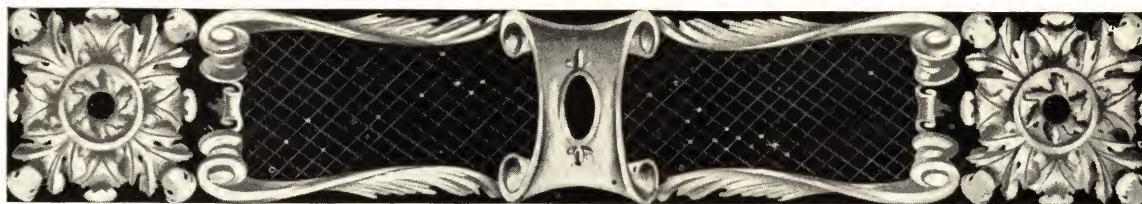
As shown J. L. Hudson, Detroit.



# 1/2 Off Regular Price

## Fine Art Panels . . . For Formal Fashion Settings

If you have not yet done so...try the Comura system of decorations this season. We know you will become one of the ever growing list of fine stores throughout the country who use this media of fine art to achieve effective decoration at low cost. These odd-lot inventories offered at half price will give great coverage at minimum cost. Order 10 or more to save \$2.00 packing charge made on orders for less than 10, at this special price.



G-334 "Architectural" Column on frieze design of rose beige against deep blue. Reg. \$4.75. Now \$2.35.



G-555 Size: 30" x 90". Reg. \$5.75. Now \$2.85.



G-554 Size: 15" x 90". Reg. \$4.75. Now \$2.35.

Stone age art. A blending of soft greens.



For  
Men's  
Wear



Interiors  
or  
Windows



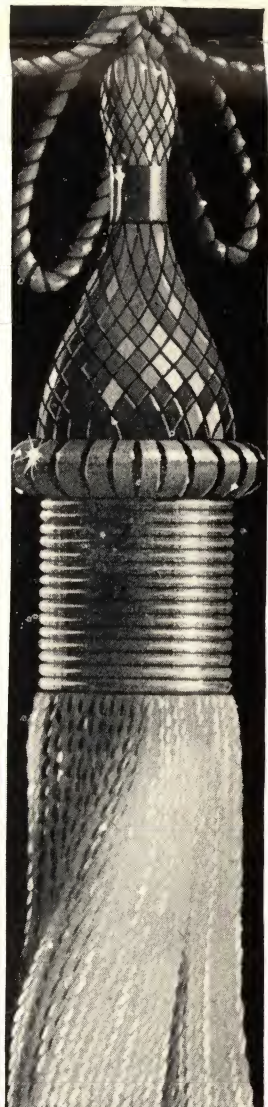
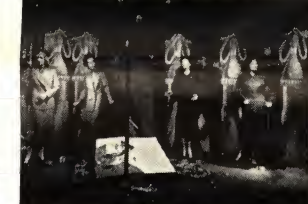
G-634 "Monolith" Comura. Size: 15" x 90". Reg. \$4.75. Now \$2.55.



G-633 "Monolith" Comura. Size: 40" x 90". Reg. \$8.75. Now \$4.35.



G-335 "Drape" design green and white stripe against deep blue. Reg. \$4.75. Now \$2.35.



G-256-A "Tassel" Comura. Metallic gold tones, highlighted against rich brown background. Size: 20" x 90". Reg. \$4.75. Now \$2.35.



G-136 23" x 90". Reg. \$4.75. Now \$2.35.



G-767 23" x 90". Reg. \$4.75. Now \$2.35.

COMURAS  
As used by  
fine stores



Order  
early while  
limited  
quantities  
last.



G-727 23" x 90". Reg. \$4.75. Now \$2.35.



G-728 23" x 90". Reg. \$4.75. Now \$2.35.



G-322 "Archaism" Size: 15" x 90". Reg. \$4.75. Now \$2.35.



The four designs illustrated are processed in blended off-tone whites in halftone effect, onto black glossy flexible Comura stock.

Entire contents copyrighted. No designs shown herein can be copied or reproduced without our written permission.





G-750 Spring flower tones against summer sky. Size: 30" x 90".



G-749 Spring flower tones against summer sky. Size: 30" x 90".



G-388 Off Whites and spring flower tones against deep green. Size: 30" x 90".

## YOUR CHOICE

Values to \$7.00

Now only \$2.50

each

Here's your opportunity to treat large areas of store interiors and window backgrounds with the world famous WLS Comura designs at a fraction of their real value. We must liquidate these small inventories to make room for new designs. Order 10 or more to save \$2.00 packing charge made when less than 10 ordered at this special price.

**COMURAS KNOW NO  
EQUAL—FOR DECORATIVE  
VALUE AT LOWEST COST**



G-697 Pastel spring tones against mauve background. Size: 15" x 90".

**Order  
Now  
Don't  
Delay!  
Save**



G-350 Soft floral tones against blended green backgrounds. Size: 30" x 90".



G-134 Shaded green palm leaves against pale green background. Cut in half for double length awning design. Size: 30" x 90".



G-917 Shaded brown-yellow, floral tones against stone colored background. Size: 30" x 90".



G-349 Soft floral tones against blended green background. Size: 15" x 90".



S-167 Off white, yellow and deep green against pale green background. Size: 30" x 60".



G-559 Spring flower tones against summer garden wall. Size: 30" x 90".



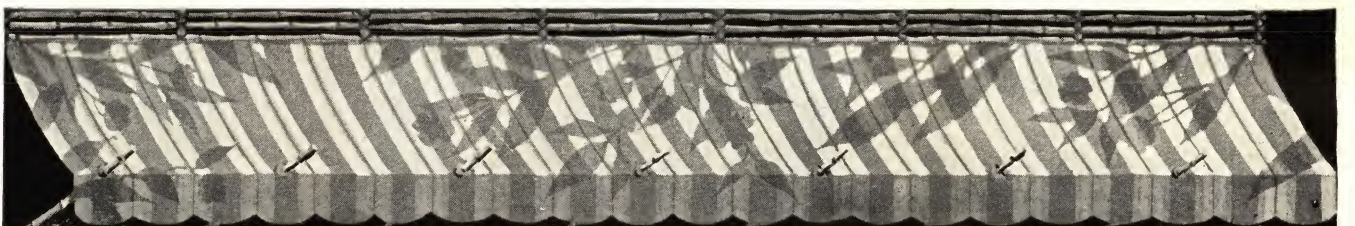
# SHORT RUN CLOSE-OUTS

Your choice **\$1.50**  
Formerly \$4.75 ea. **1** ea.

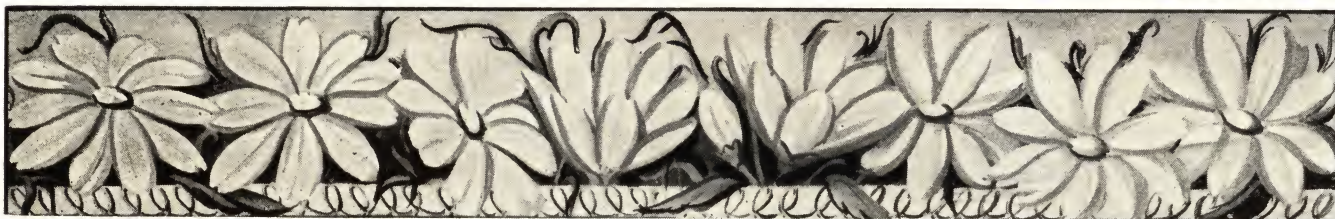
Only limited quantities available. These fine designs will sell quickly. Order now while complete choice still available. Order 10 or more to save \$2.00 packing charge made on orders for less than 10 at this special price.



G-534 Cool blue, green and off white tones. Size: 15" x 90".



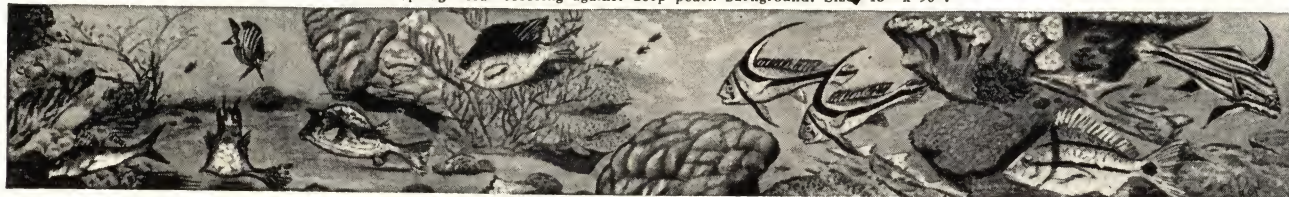
G-525 Shadowed awning design, green and white predominating. Size: 15" x 90".



S-166 Off whites on pale green with dark accents. Size: 15" x 90".



G-708 Spring floral coloring against deep peach background. Size: 15" x 90".



G-109 Marine greens and blues with coral touches. Size: 15" x 90".

●  
DECORATE  
LARGE  
AREAS AT  
LOWEST  
COST  
WITH  
FINE  
ART...  
FINE  
COLORS  
THERE IS  
NO  
SUBSTITUTE  
FOR  
VALUE.  
●



G-816 Bright garden colors, blue and white predominating, against buff background. Size: 30" x 90".



G-104 Marine greens and blues with coral touches. Size: 15" x 90".



G-702 Deep blues, yellows, reds against soft yellow. Size: 15" x 90".



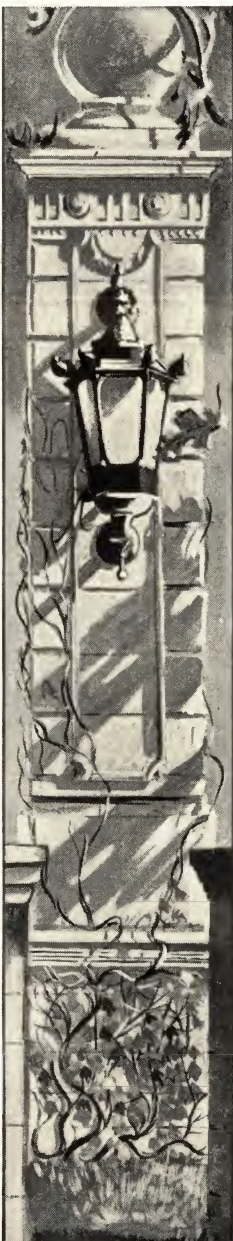
G-707 Bright spring flower tones against soft yellow. Size: 15" x 90".



G-698 Pastel spring tones against mauve background. Size: 15" x 90".



G-565 Red rose, green leaf tones against pale blue. Size: 15" x 90".



G-918 Blending brown tones against blue sky background. Size: 15" x 90".



G-703 Deep blues, yellows and reds against delph blue. Size: 15" x 90".



G-705 Bright spring flower tones against soft yellow. Size: 15" x 90".

Order  
Now

Assure  
Delivery



F-216 Yellow-brown tones on translucent Viscon. Size: 12" x 72".



G-691 Grillwork design, vertical or horizontal use. Size: 15" x 90".



Values to  
\$700

Limited Quantities

Now Only \$300 EA.

Your choice of these fine designs—while they last...all new merchandise. Because of inventory control, just like in a store, we must liquidate the small numbers on each design remaining on hand. Here is your opportunity to treat whole sections with fine decor at a small fraction of the usual cost. Order 10 or more to save \$2.00 packing charge made on orders for less than 10, at this special price. Comuras are fine art reproductions in beautifully blended oil colors, silk screen processed through a patented half-tone technique, which blends color, onto a flexible stock that can be mounted, tacked or stapled to any background. The sculptured effect gives an illusion of actual depth of design. They are designed to fit store architectural places. Not just one artist, but many, have collaborated to create a large line of choice designs to meet all types of requirements. Through the media of Comuras, you can obtain a correlated plan of rich color and fine design for your store wide displays. It is the best way a store can obtain a decorative theme of fine art which is related to the seasonal promotion of merchandise at little cost!



G-742 Shadow awning design, red and white predominating. Size: 15" x 90".



G-301 Bright floral tones against buff. Size: 30" x 60".



G-302 Floral tone against buff. Size: 30" x 60".



G-684 Soft pastel tones with green. Size: 30" x 60".



G-685 Soft pastel tones with green. Size: 30" x 60".



G-527 Spring tones against buff. Size: 15" x 90".



G-686 Floral and green against buff. Size: 30" x 60".

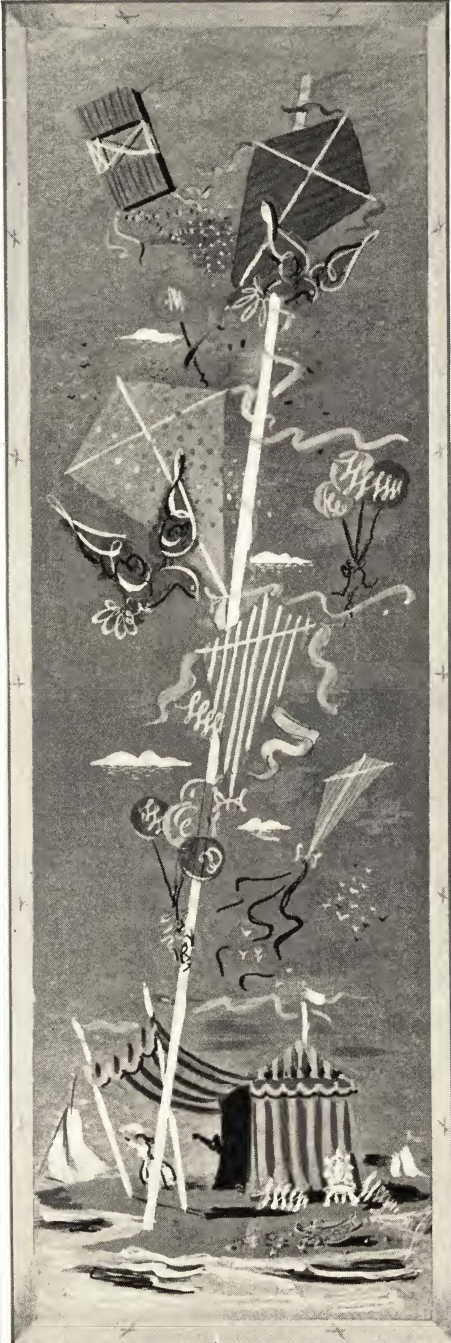
COMURAS HAVE "IT"  
THE FINEST DESIGNS...  
THE LOWEST PRICES  
FOR DECORATIVE ART



G-706 Gay spring colors, buff background. Size: 30" x 90".



G-769 Pink, blue and green on silver foil. Size: 23" x 90".



G-770 Pink, blue and green on gold foil. Size: 23" x 90".



G-704 Red, blue and yellow against delph blue background. Size: 30" x 90".



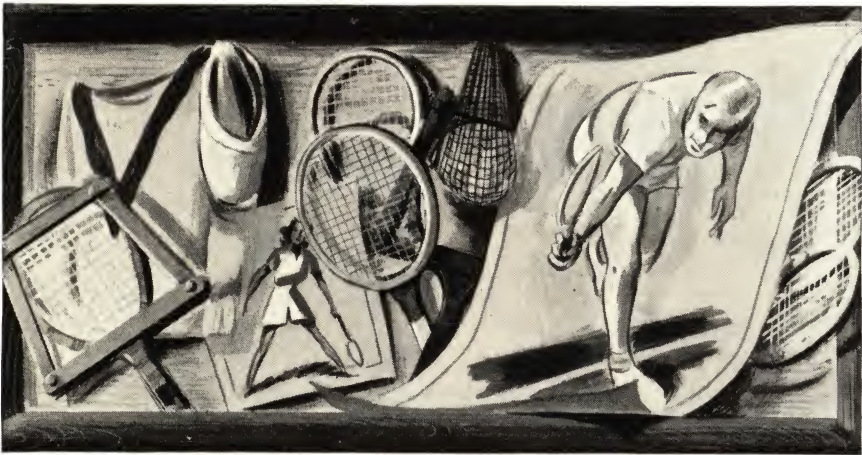
G-720 Pink, deep blue and yellow against pale blue. Size: 30" x 90".



G-718 12 oil colors, chartreuse predominating. Size: 30" x 90".



# Masculine Design Comuras \$3.00 For Sport and Travel *Special* Ea. Promotion...Values to \$10.



G-344 Blending tones within green frame border. Size: 30" x 60".



G-647 Warm blending colors within brown frame. Size: 30" x 60".



G-616 Off white, blue and yellow framed in brown. Size: 30" x 60".



G-784 Blending tones centered in band of forest green. Size: 15" x 90".

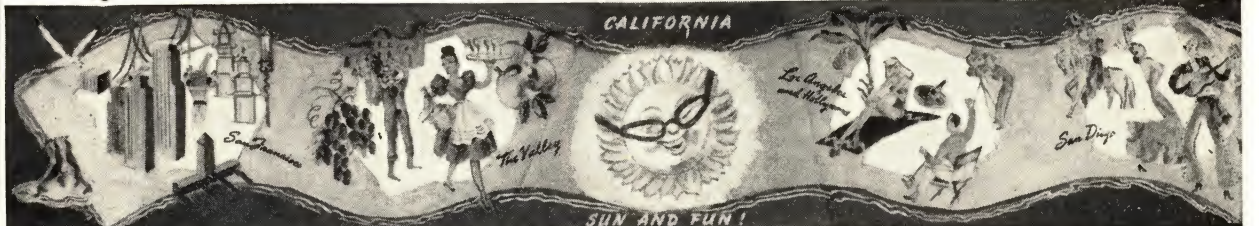


G-783 Blending tones centered in band of forest green. Size: 30" x 60".

Use  
on  
Posts



Simple  
to  
Mount



G-785 Blending tones centered in band of forest green. Size: 15" x 90".

PA-428 Pan  
American  
Posters.

Lithographed  
in full color  
on 120 lb.  
Antique stock  
Each 18½"  
x 24½".

Set of 8—  
only \$3.00.



Entire contents copyrighted. No designs shown herein can be copied or reproduced without our written permission.



RS-185 Off whites against startling red panel edged in gold color. Each 24" square.



Order 10 or  
more to save  
\$2.00 packing  
charge on  
orders for less  
than 10 at this  
special price.

Make your  
plans now  
for the  
entire  
year. Buy  
now at  
these  
Bargain  
prices.  
Lay-away  
for future  
use.



G-413 Blending of soft tones accented by sharp reds, browns, and greens, centered in brown frame. Size: 30x60".



G-412 Blending of soft tones accented by sharp reds, browns, and greens, centered in brown frame.



G-644 Appropriate football tones centered in brown frame. Size: 30" x 60".



G-645 Natural wood tones accented with touches of bright color in brown frame. Size: 30" x 60".



# Special Group—Limited Quantities

Regular Values to \$6<sup>00</sup>

Close Outs at **\$1<sup>50</sup>** ea.

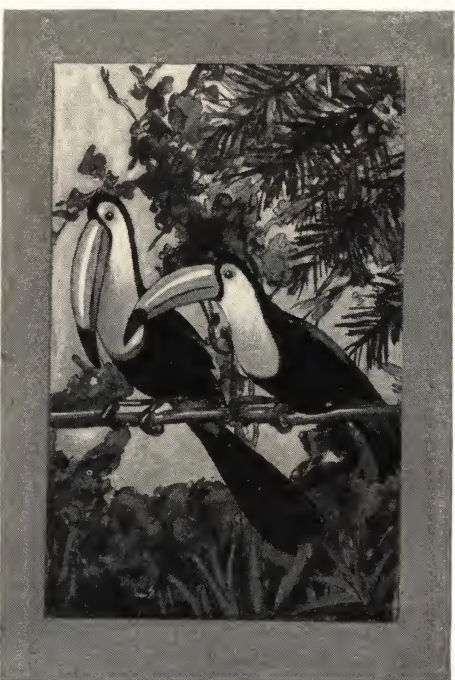
These designs especially fine for treating departmental sections and windows.

**comura**  
(COMMERCIAL MURALS)

designs — colorful oil reproductions of fine art, on flexible Comura stock, are simple to mount to any background... paste, staple or tack. They lend themselves to your own individual style of treatment. Order 10 or more to save \$2.00 packing charge on orders for less than 10 at this special price.



G-300 Deep tropical forest tones accented with sharp color within gold colored frame. Size: 30" x 60".



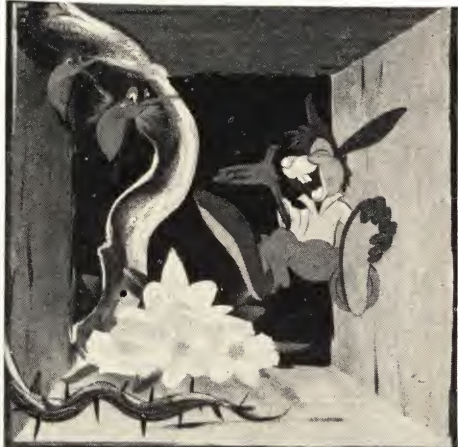
G-301 Deep tropical forest tones accented with sharp color within gold colored frame. Size: 30" x 60".



G-137-A Colorful birds centered in natural wood-effect frame. Size: 30" x 30".



SS-102 Colorful Disney designing centered in natural wood-effect frame. Size: 30" x 30".



SS-102-A Colorful Disney designing centered in natural wood-effect frame. Size: 30" x 30".



G-137-B Colorful birds centered in natural wood-effect frame. Size: 30" x 30".



G-137-C Colorful birds centered in natural wood-effect frame. Size: 30" x 30".



G-709 Colorful pandas frolicking against shading blue background. Size: 30" x 90".



G-664 Colorful clown heads against red and white striped background. Size: 15" x 90".



G-541 Soft pastel toned floral leaves and butterfly against buff background. Size: 15" x 90".



G-411 Blending yellow and brown against rust colored velvet-like stock. Size: 23" x 60".



G-410 Blending yellow and brown against rust colored velvet-like stock. Size: 23" x 60".

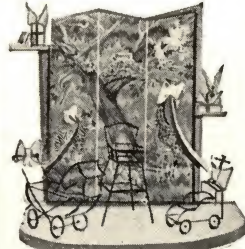


G-312 Blended yellow tones against green velvet-like stock. Size: 23" x 60".

Order  
Now  
While all  
Designs  
Available.



G-688 A blending of forest greens accented with sharp tones of animal coloring. Size: 45" x 60".



As used by fine stores in windows and interiors.



G-726 Design simulates wood carving against wood grained, timber-tone stock. Size: 34" x 48".



G-725 Design simulates wood carving against wood grained, timber-tone stock. Size: 34" x 48".



# WALT DISNEY'S DESIGNS

At These Close-Out Prices  
Buy Now For Today and Future Use  
NEVER BEFORE SUCH FINE ART AT SUCH LITTLE COST  
**EA. ONLY \$2.50** Values to \$850 ea.



C-111 Blue tones, off-white, touches of gold tones. Size: 30" x 90".

These beautiful designs (right & left) from Walt Disney's Cinderella, are magnificent in their blending of color tones as only possible in Disney art. Large in size, they make magnificent murals for wall areas in all departments where children's or young folks merchandise is sold.



C-104 A blending of rose and deep blue tones. Size: 40" x 90".



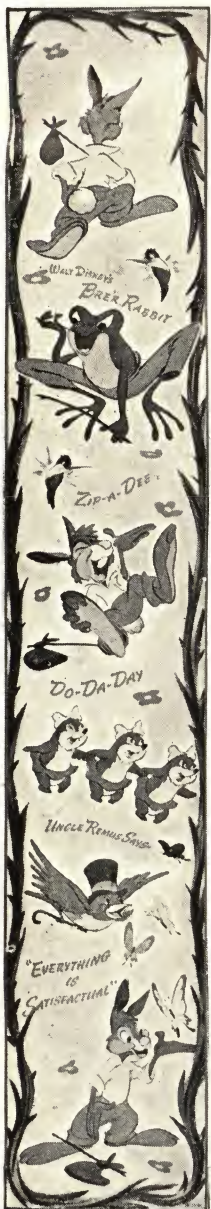
C-103 A blending of off-white, gold and blue tones. Size: 40" x 90".



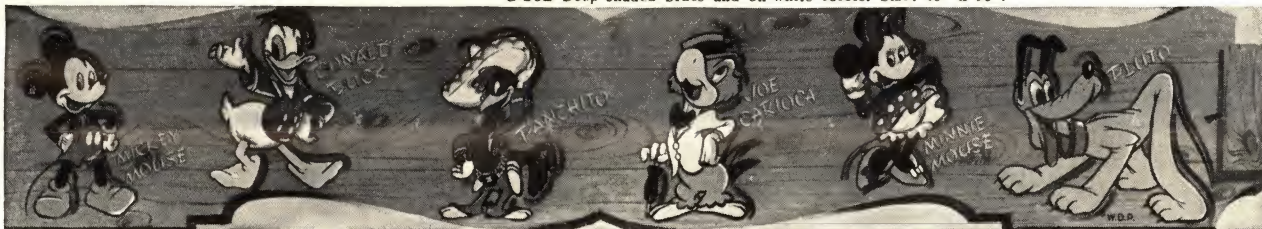
C-102 Deep shaded blues and off-white colors. Size: 40" x 90".



G-711 Soft pink and blue against gold colored background. Size: 30" x 60".



SS-100 Disney character colors against cream colored, brown border. Size: 15" x 90".



G-773 Disney character colors against natural wood tone background. Size: 15" x 90".



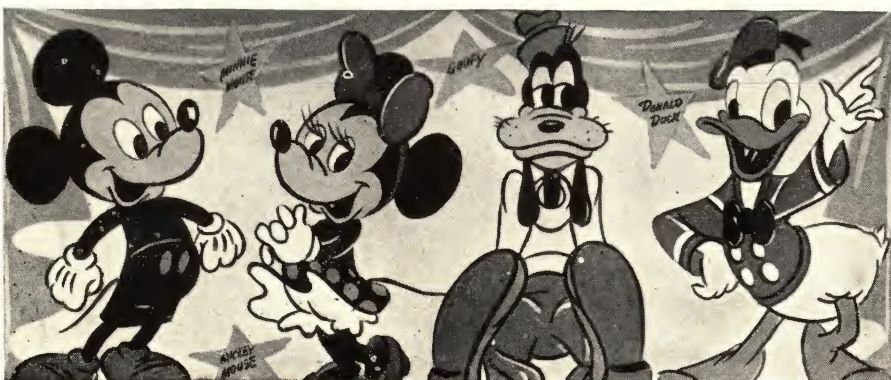
C-157 Disney character colors against natural wood tone background. Size: 15" x 90".



SS-101 Disney character colors against natural wood tone background. Size: 15" x 90".



SS-156 Disney character colors against buff toned book page background. Size: 30" x 60".



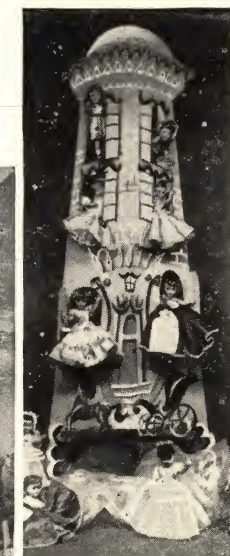
G-447 Giant size characters—use as panel or mount and cut out.



X-871 Inspired by Walt Disney's "Little House." This pink and white house against a star studded dark blue background is silk screen processed in 5 oil colors on flexible Comura stock. Can be mounted on cardboard and windows cut out and opened to display dolls or used against a wall or background. Size: 45" x 90".



C-200 Size: 15" x 90".  
C-120 Size: 15" x 90".  
Off white and accent tones against deep blue.

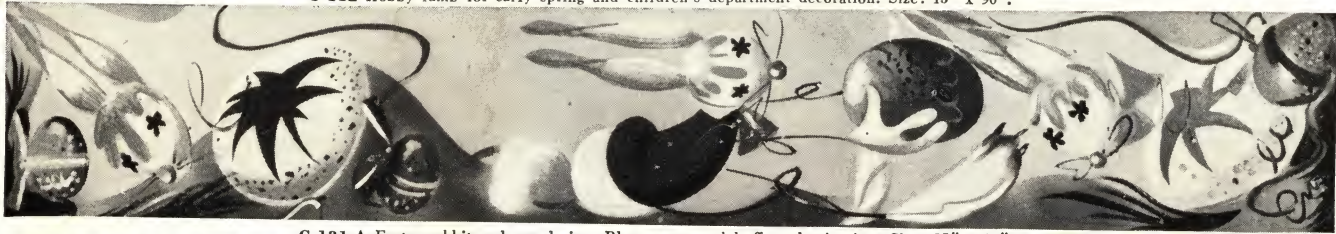


SUGGESTED USE





G-112 Hobby lamb for early spring and children's department decoration. Size: 15" x 90".



G-131-A Easter rabbit and egg design. Blue, green and buff predominating. Size: 15" x 90".



G-113 Hobby lamb for early spring and children's department decoration. Size: 15" x 90".



G-328 Colorful bunny and lily design for Easter. Size: 30" x 90".



G-131-B Easter rabbit and egg design. Blue, green and buff predominating. Size: 15" x 90".



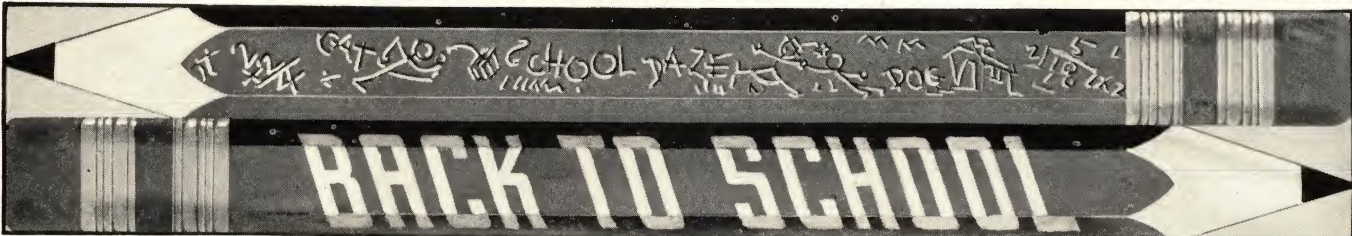
G-327 For teen-age departments. Buff color background. Size: 15" x 90".



G-326 For teen-age departments. Buff color background. Size: 15" x 90".



F-348 College letter design against simulated red brick wall. Size: 20" x 60".



G-407 Giant, colorful pencil design for Back to School or children's departments. Size: 15" x 90".



F-333 Colorful Back to School design for young folks departments. Size: 15" x 90".



G-515 A Betty Betz design for teen agers. Size: 15" x 90".

## ODD LOT CLOSEOUTS

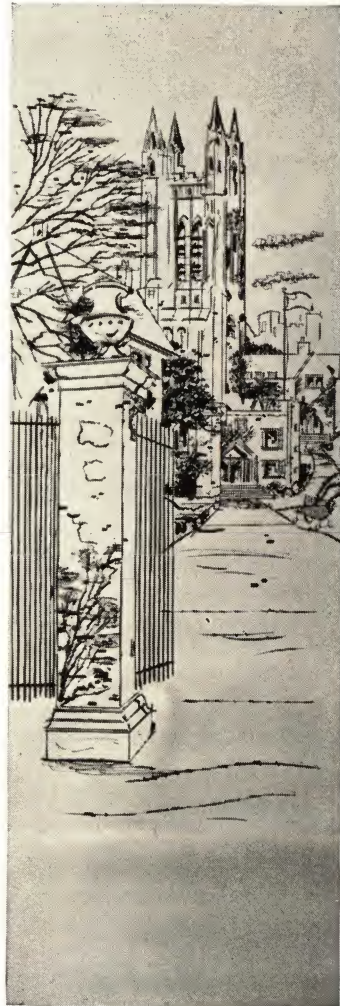
For Special Events  
and Seasonal Promotions

now **\$1.50** each  
only

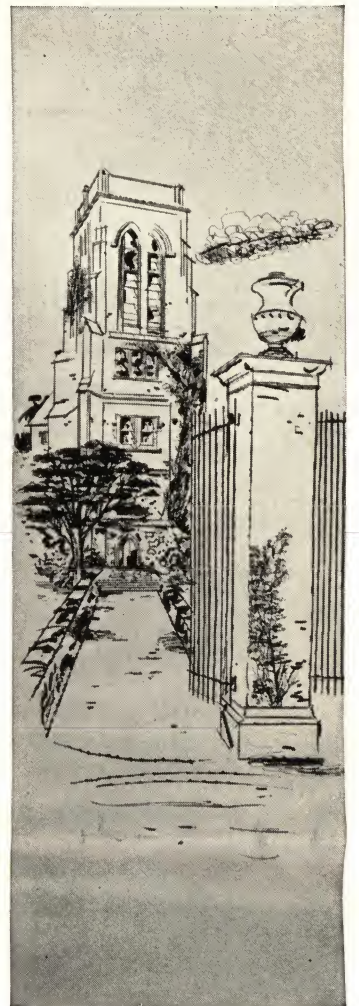
Values to \$7.50

Choose from these two pages of designs—order 10 or more to save \$2.00 packing charge made when less than 10 ordered at the special price.

**COMURAS ARE BEST**  
(COMMERCIAL MURALS)  
**FOR DESIGN...COLOR...VALUE**  
THEY FIT PLACES WHERE YOU NEED DECORATION



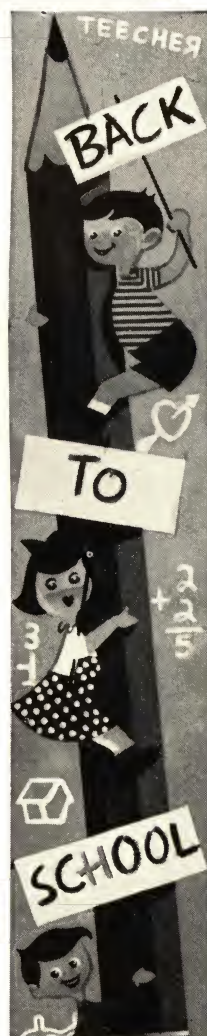
F-338 Black on orange tone China silk. Size: 36" x 108".



F-339 Black on orange tone China silk. Size: 36" x 108".



Buy Now For  
1954  
Back to School  
Promotion



F-332 Back to school design for young folks departments. Size: 15" x 90".



G-514 A Betty Betz design for teen agers. Size: 15" x 90".

USE COMURAS FOR  
QUICK INEXPENSIVE TRIMS  
FOR ALL SPECIAL EVENTS  
AND PROMOTIONS



**BUY NOW**

at these Bargain Prices.  
Lay Away for Future Use.

Now Only **\$1.50** Ea.

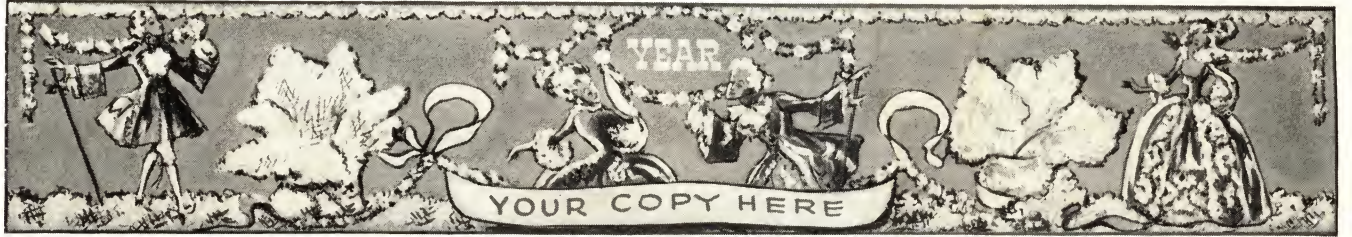


G-318 Sew and save poster. Size 22" x 28".

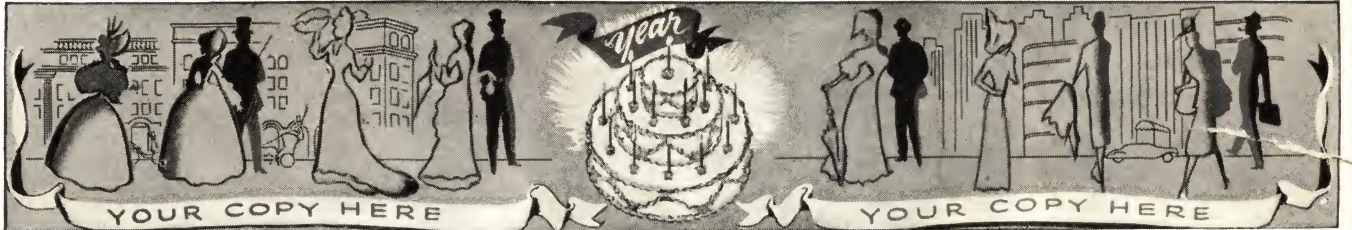
Order Now—  
Never before in display history have bargains like these been available



G-542 For Dollar Day specials. Choice red or green. Size: 15" x 90".



G-935 For anniversary promotions. Space provided for your copy. Size: 15" x 90".



G-942 For anniversary promotions. Space provided for your copy. Size: 15" x 90".



G-317 Sew and save banner. Buff and blue tones. Size 15" x 60".



G-305 Red and off white for Valentine's Day. Size: 15" x 90".

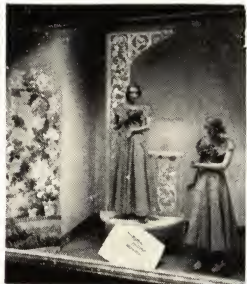


G-316 Sew and save design. Off white and blue. Size: 15" x 90".

Top Quality



Quantities Limited  
Order Early



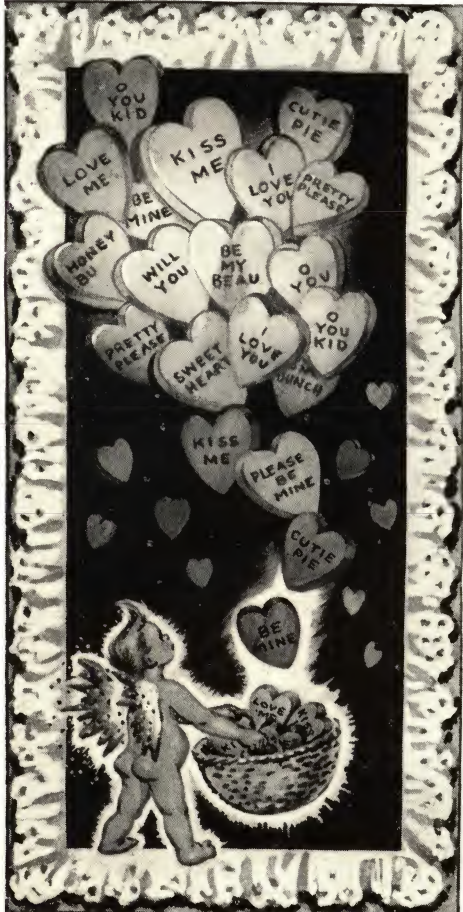
G-322 Processed on actual tape material. Cut in three lengths, place end to end to make continuous measure. Size as shown: 15" x 90".



G-203 Swatch design, red, white predominating, for use in fabric and notions departments. Size: 30" x 90".



G-306 Off white and red for Valentine's Day. Size: 15" x 90".



G-304 Off white and red for Valentine promotion. Size: 30" x 60".



G-943 For anniversary promotion. Space provided for your copy. Size: 30" x 60".

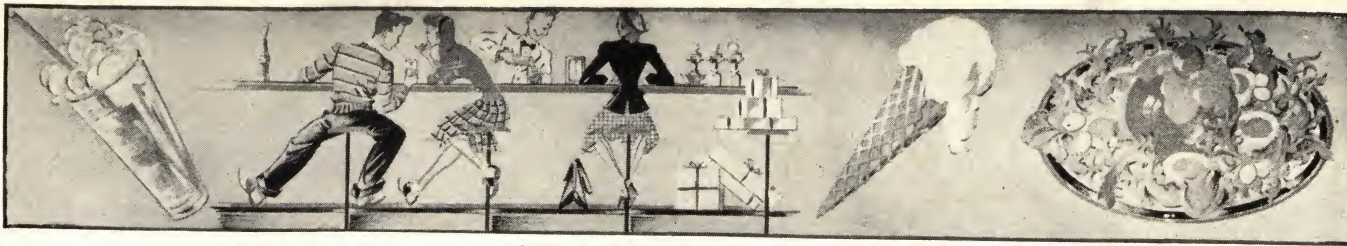


G-359 Off white and blue tones. Size: 30" x 60".

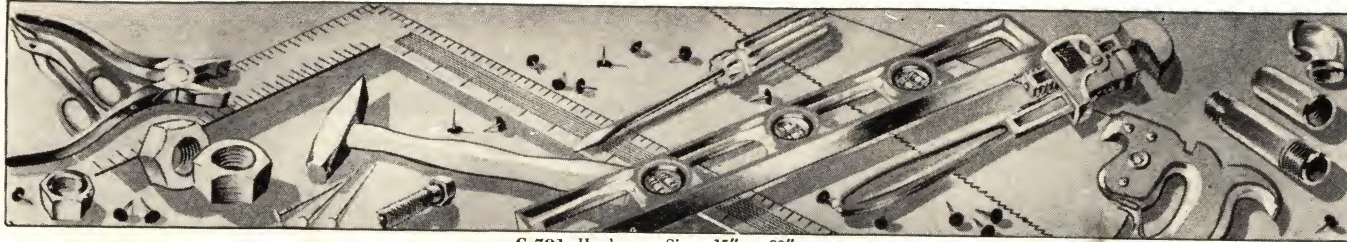


G-813 Off white, blue and gold tones. Size: 30" x 60".





G-797 Snack Bar. Size: 15" x 90".



G-791 Hardware. Size: 15" x 90".



G-970 Hosiery. Size: 15" x 90".



G-983 Fabrics—Yard Goods. Size: 15" x 90".



G-969 Gloves. Size: 15" x 90".



G-953 Furs. Size: 15" x 90".



G-794 Paints. Size: 15" x 90".



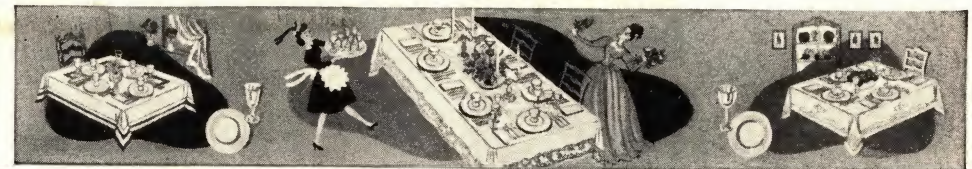
G-950 Lingerie. Size: 15" x 90".



G-948 Women's Shoes. Size: 15" x 90".



G-790 Gift Wrappings. Size: 15" x 90".



G-951 Linens—China—Glassware. Size: 15" x 90".



G-796 Summer Furniture. Size: 15" x 90".

## Department Decoration

Identify departments from across the room with pictures rather than words. Decorative, colorful, all designs against blending soft buff colored background on flexible Comura stock.

**A BUY AT THIS BARGAIN PRICE**

**\$1.50**

each. Order 10 or more to save \$2.00 packing charge made when less than 10 ordered at this special price.





Digitized by



ASSOCIATION  
FOR  
PRESERVATION  
TECHNOLOGY,  
INTERNATIONAL  
[www.apti.org](http://www.apti.org)

BUILDING  
TECHNOLOGY  
HERITAGE  
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

Mike Jackson, FAIA

## Department Decoration

departments from across the room with pictures rather than words. Decorative, colorful, all designs blending soft buff colored background on flexi-ura stock.

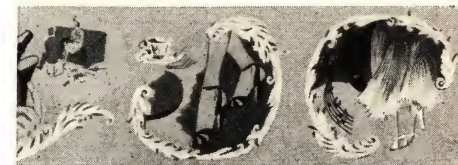
Y AT THIS BARGAIN PRICE

50

For 10 or more  
\$2.00 packing  
fee when less  
ordered at  
1 price.



Size: 15" x 90".



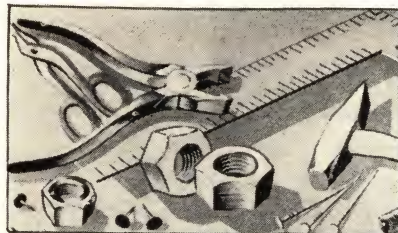
Size: 15" x 90".



Size: 15" x 90".



Ware. Size: 15" x 90".



G-974



G-983 Fabr



G-964



G-93



G-794 Paints. Size: 15" x 90".



G-796 Summer Furniture. Size: 15" x 90".



# Merchandise Presentation

RETAIL STORE EDITION



## 1954 Catalog

DESIGNS • PROPS • IDEAS

Volume 2—No. 28 (Copyright 1954. Printed in U.S.A.) 16 Pages

POSTMASTER: RETURN POSTAGE GUARANTEED  
**W. L. Stensgaard and Associates, Inc.**  
346 North Justine St. • Chicago 7, Illinois  
*America's largest organization specializing in Merchandise Presentation*

Sec. 34.66 P. L. & R.  
U. S. POSTAGE  
**PAID**  
CHICAGO, ILL.  
Permit No. 2457

W. J. Sukel, Inc.,  
341 W. 12th Ave.,  
Homestead, Pa.  
Att: Mr. M. J. Sukel